

Two new teams, two million new dollars for baseball

**Price tag for broadcast rights
inches up about 4% over
last season's total; Seattle
and Toronto join roster of teams**

At his retirement party last December, Jim Allen of KSD-TV recalled the problem that faced executives of that St. Louis station soon after it went on the air (1947), and officials of the baseball Cardinals there. He had just sold the first local TV sponsorship of a Cardinals game to American Bakery of Chicago and the question of a rights payment to the team had to be resolved. The solution: KSD-TV bought four reserved seats in Sportsman's Park for the season—the amount of space displaced by two camera positions.

It's a far cry from those bargain-base-ment days of three decades ago as the major leagues prepare for a 1977 season that will see broadcasters paying \$52,110,000 for the rights to bring microphones and cameras into the ballparks. That's nearly \$2 million more than the \$50,160,000 payments last year. It's in pace with so-called normal inflation, but nowhere near in keeping with organized baseball's mushrooming costs. Also, while the 1977 increase is entirely in the area of local rights payments (all network payments are locked into multiyear contracts that started in 1976), the local total of \$28,835,000 is for 26 teams with the addition of the franchises of the Seattle Mariners and the Toronto Blue Jays in the Western and Eastern Divisions of the American League, respectively.

ABC-TV and NBC-TV are sharing national television coverage of major league baseball for the second year of a four-year contract under which they will pay a total of \$92.8 million. They alternate the World Series (on ABC this year) and All Star game and league playoffs (on NBC this year) while ABC keeps *Monday Night Baseball*, NBC retains the *Saturday Game of the Week*. ABC is paying about \$50 million of the \$92.8-million rights cost, or \$12.5 million a year, and NBC is paying about \$42.8 million, or \$10.7 million annually.

ABC-TV plans to cover 18 games on *Monday Night Baseball*, starting April 11. The other games will be on April 18 and then from May 16 through Sept. 5 except for July 18, which is the day before the All Star game.

There will be, as last year, regional coverage rather than a straight back-up game. On one night last year ABC-TV in fact carried three games regionally. The



network also plans to maintain flexibility in scheduling games according to their importance in the pennant races.

Commercial minutes in the Monday-

night games are priced at \$52,000, up \$2,000 from last year, and are said to be virtually sold out. The rise may be traced in part to an increase in ratings last year over those in 1975, when the games were on NBC. For 1976, ABC authorities report, the Monday-night games had an average 12.3 rating and 23 share on ABC as compared with a 10.5 and 20 on NBC in 1975.

World Series minutes are pegged at \$150,000, up from about \$112,500 on NBC last year.

Major advertisers in the Monday-night games include Chevrolet (Cunningham & Walsh), Miller Brewing (McCann-Erickson), Texaco (Benton & Bowles), Gillette (BBDO), Allstate Insurance (Leo Burnett Co.) and Firestone (Sweeney & James).

Major advertisers set for the World Series thus far include Chevrolet (Cunningham & Walsh), Gillette (BBDO), Miller Brewing (McCann-Erickson) and Firestone (Sweeney & James).

NBC-TV plans to cover 26 games, the same number as last year, in the *Saturday Game of the Week* series, starting April 9 with—for the first time—a doubleheader. The opener, at 1 p.m. NYT, will have the Milwaukee Brewers at the New York Yankees as the primary game, with the Montreal Expos at Philadelphia as the back-up game. The second game, at 4 p.m. NYT, will have San Diego at Cincinnati as the primary and the Minnesota Twins at the Oakland A's as the back-up.

The Saturday games are priced at \$30,000 a minute, up \$5,000 from last year; the All Star game at \$140,000 a minute, up \$30,000 from ABC's 1976 rate, and the playoffs at \$110,000 a minute for night games (up \$35,000 from last year's ABC rate) and \$70,000 a minute for those played in daytime (up \$20,000 from last year on ABC). NBC says virtually all availabilities in the All Star game and most of those in the Saturday games have been sold.

Advertisers in the Saturday games in-

Champion plugs radio in baseball buy

**Advertiser puts \$2 million
into that medium, none into TV**

Champion Spark Plug Co., Toledo, Ohio, likes the results that it gets from local baseball radio. Accordingly, it will shift \$2 million of its advertising budget into radio sponsorship of major-league broadcasts in 1977 ("Closed Circuit," Feb. 28). Shut out completely this season will be television, for many years a keystone of the company's efforts to reach its target of men, 21 and over.

Roger Crawford, advertising manager of Champion, said the company will be represented in the radio coverage of major-league teams in 20 cities in the U. S. Champion will have at least one minute, and sometimes two minutes, in each broadcast. "So far as we know, we'll be the only company to be advertising in every

major-league city in the U.S.," Mr. Crawford said.

He acknowledged that the escalating cost of TV was one factor in Champion's decision to bypass that medium this year. In the past, Champion has advertised on network TV sports programs. However, he stressed that a major reason for the decision was the results Champion achieved with limited use of local baseball radio over the last few years.

"We got a very positive feedback from our use of radio from our distributors, jobbers and dealers," he said.

Champion is mounting a promotional effort among jobbers and retailers tied to the baseball sponsorship. They will become eligible to participate in various contests to win tickets to games.

Agency for the Champion account is J. Walter Thompson Co., New York.

clude Allstate Insurance (Leo Burnett Co.), Brown & Williamson Tobacco (Post-Keys-Gardner), Chrysler (BBDO), AC Delco (Campbell-Ewald), Gillette (BBDO), Kentucky Fried Chicken (Leo Burnett), Miller Brewing (McCann-Erickson), Michelin Tire (Al Paul Lefton), Morton-Norwich Products (Benton & Bowles), Nutone (Intermedia Inc.), North American Philips and J.C. Penney (both through McCaffrey & McCall), Sears (Foote, Cone & Belding), Weed-Eaters (SFM), Warner-Lambert (J. Walter Thompson Co.), J.B. Williams (Parkson) and W.F. Young medications (J. Walter Thompson).

All Star game advertisers include Allstate (Leo Burnett), AMF (Benton & Bowles), Coca-Cola (McCann-Erickson), Chrysler and Gillette (both through BBDO), Miller Brewing (McCann-Erickson), STP (J. Walter Thompson),

Sears (Foote, Cone & Belding), American Express (Ogilvy & Mather), Nutone (Intermedia) and Weed-Eaters (SFM).

Among advertisers who've bought into the league playoffs are American Gas Association (J. Walter Thompson), Chrysler and Gillette (both through BBDO), Kentucky Fried Chicken (Leo Burnett), Miller Brewing (McCann-Erickson), Polaroid (Doyle Dane Bernbach) and Union Carbide (Ogilvy & Mather).

CBS Radio also is in the second year of a four-year contract for radio rights to the All Star game, the playoffs and the World Series, for which Baseball Commissioner Bowie Kuhn's office said the network will pay "in excess of \$300,000" for the four years.

For the upcoming season CBS Radio is offering packages of 47 one-minute spots, spread over the various events and accom-

panying pre-game and post-game shows, for \$273,000 per package. Some advertisers have already been signed, CBS authorities say, but cannot yet be identified.

Major league baseball returns to Seattle where, for a brief period in the 1960's, the Pilots franchise attempted to bring American League play to that city. The franchise eventually was switched to Milwaukee.

Bill Simpson Sports is handling the packaging and selling there for the new Mariners, which has retained its radio and television rights.

"Radio's already in the black," Mr. Simpson reported in mid-February. "And television in this first year is going fairly well." The Mariners' TV network will reach into Alaska to Anchorage and Fairbanks.

Bob Fromme, general manager of the Kansas City Royals Radio Network for WIBW(AM) Topeka, Kan., said there was lit-

AMERICAN LEAGUE-EAST

| Team | 1977 rights | 1976 rights | TV originator and affiliates | Radio originator and affiliates | Rights holder |
|-----------|-------------|----------------------|--|---------------------------------|---|
| Baltimore | \$ 825,000 | \$ 825,000 | WJZ-TV | WBAL 50 | Carling National Bewing Co. which is crossowned with Baltimore Orioles. |
| Boston | 2,000,000 | 2,000,000 | WSBK 6 | WMEX 54 | WSBK and WMEX for television and radio, respectively. |
| Cleveland | 900,000 | 900,000 | WJW-TV | WWWE 26 | WJW-TV has television rights; Ohio Communications has radio rights. |
| Detroit | 1,200,000 | 1,200,000 | WWJ-TV | WJR | WWJ-TV and WJR for television and radio, respectively. |
| Milwaukee | 600,000 | 600,000 | WTMJ-TV 4 | WTMJ 57 | WTMJ Inc. |
| New York | 1,300,000 | 1,200,000 | WPIX 7 | WMCA 30 | WPIX holds television rights; Manchester Broadcasting, New York, has radio rights. |
| Toronto | 1,200,000 | No franchise in 1976 | CBC-TV 16 French-language 24 English-language | CKFH 18 | CBC holds television rights; Hewpex Sports Network (under common ownership with CKFH) has radio rights. |

AMERICAN LEAGUE-WEST

| Team | 1977 rights | 1976 rights | TV originator and affiliates | Radio originator and affiliates | Rights holder |
|-----------------|---------------------|----------------------|------------------------------|---------------------------------|--|
| California | \$1,000,000 | \$1,000,000 | KTLA | KMPC 18 | Golden West Broadcasters (KTLA[TV] and KMPC) which is under common ownership with the Los Angeles Angles. |
| Chicago | 1,750,000 | 1,750,000 | WSNS 9 | WMAQ | Chicago White Sox retains TV rights; WMAQ holds radio rights. |
| Kansas City | 350,000 | 350,000 | KBMA-TV 9 | WIBW Topeka, Kan. 70 | KBMA-TV and WIBW for television and radio, respectively. |
| Minnesota | 1,075,000 | 1,050,000 | WTCN-TV 8 | WCCO 20 | Midwest Federal Savings and Loan. |
| Oakland | 1,000,000 | 1,000,000 | KPIX 3 | Being negotiated | KPIX for television. |
| Seattle | 800,000 | No franchise in 1976 | KING-TV 7 | KVI 24 | Seattle Mariners retains all broadcast rights with Simpson Sports, Seattle, handling radio-TV packaging. |
| Texas | 700,000 | 700,000 | KXAS-TV 15 | WBAP 24 | City of Arlington, Tex., holds rights under 10-year contract with sales through city's Arlington Entertainment Division. |
| AL total | \$14,700,000 | \$12,575,000 | | | |

the trouble in selling the American League West champions. His enthusiasm was echoed by KBMA-TV Kansas City's Stu Powell who reported Royals sales at their highest level.

Roy Parks, sales manager for the Texas Rangers Network, said, "Business is running \$400,000 ahead of last year. And co-op sales are playing a bigger part than ever before. Many of the advertisers are moving from network to local baseball with its potential for merchandising products in conjunction with local franchises."

In Baltimore, Jim Fox, sales manager of Orioles originator, WBAL(AM) there, was elated by sponsor acceptance of baseball: "We were sold out by last Oct. 31."

Art Elliott, director of broadcast operations for the Houston Astros, reported a brisk pace in radio-TV sales to the extent that the Astros broadcast schedule was 70% sold by mid-February and that a sell-

Wold loads the bases. Robert Wold Co., Los Angeles and New York, is planning the biggest baseball season in its young history. The firm, which arranges both engineering and transmission facilities to interconnect stations and regional networks for live pick-ups from road-game sites, will be involved in more than 2,100 broadcasts of major league games in 1977.

Wold radio clients include broadcasters for 22 of the 26 clubs with two more expected to be signed by mid-March. Newest signings are KMOX(AM) St. Louis, KYW(AM) Philadelphia, KVI(AM) Seattle, CKFH(AM) Toronto and WJR(AM) Detroit. Nine of these radio clients will use the company to interconnect their regional networks. Wold's TV clients include KTVU Oakland-San Francisco, xETV San Diego, KXAS-TV Dallas-Fort Worth and KING-TV Seattle.

The company also said that its annual sales have skyrocketed in five years from \$150,000 to \$5 million.

out was anticipated.

The Los Angeles Dodgers, as usual, report that there was no sales problem with its line-up of sponsors back in force for the coming season.

The gold of subscription television will be luring the Los Angeles Dodgers as well

as the California Angels in 1977. National Subscription Television, Los Angeles, will package selected home games to be shown on channel 52 KBCS. Six regular season games from each team's schedule will be offered, plus the April 1 preseason meeting of the Dodgers and the Angels.

NATIONAL LEAGUE-EAST

| Team | 1977 rights | 1976 rights | TV originator and affiliates | Radio originator and affiliates | Rights holder |
|--------------|----------------|----------------|--|--|---|
| Chicago | \$1,200,000 | \$1,200,000 | WGN-TV 10 | WGN 15 | WGN-AM-TV. |
| Montreal | 1,200,000 | 1,100,000 | CBC-TV 42 English- language, 16 French- language | CFCF (English) 4 CKAC (French) 16 | CBC holds television rights; CFCF and CKAC hold radio rights in Canada; Expos retain radio rights in U.S. |
| New York | 1,500,000 | 1,500,000 | WOR-TV | WNEW 25 | WOR-TV and WNEW for television and radio, respectively. |
| Philadelphia | 1,700,000 | 1,700,000 | WPHL-TV 3 | KYW 26 | WPHL-TV holds television rights; Phillies retain radio rights for in-game sponsors. |
| Pittsburgh | 1,200,000 | 1,200,000 | KDKA-TV | KDKA 40 | Group W/Westinghouse is radio-TV rights holder under new three-year contract. |
| St. Louis | 1,000,000 | 1,000,000 | KSD-TV 14 | KMOX 115-120 | Anheuser-Busch Inc., under common ownership with Cardinals. |

NATIONAL LEAGUE-WEST

| Team | 1977 rights | 1976 rights | TV originator and affiliates | Radio originator and affiliates | Rights holder |
|----------------------|---------------------|---------------------|---------------------------------|------------------------------------|---|
| Atlanta | \$1,000,000 | \$1,000,000 | WTCG 30 | WSB 65 | WTCG is television rights holder under arrangement with commonly owned Braves. Team retains radio rights and selling. |
| Cincinnati | 1,000,000 | *1,000,000 | WLWT 10 | WLW 100 | WLWT holds television rights; Cincinnati Reds retain radio rights. |
| Houston | 1,000,000 | 1,000,000 | KPRC-TV and KHTV | KPRC 28 | Houston Astros retain television and radio rights. |
| Los Angeles | 1,800,000 | 1,800,000 | KTTV | KABC 20 | Los Angeles Dodgers retain television and radio rights, selling through the Dodgers Radio and TV network. |
| San Diego | 710,000 | 710,000 | KCST | KOGO | KCST and KOGO for television and radio, respectively. |
| San Francisco | 825,000 | 1,100,000 | KTVU 2 | KSFO 16 | KTVU and KSFO for television and radio, respectively. |
| NL total | \$14,135,000 | \$14,310,000 | | | |
| Majors' total | \$28,835,000 | \$28,885,000 | | | |

*Revised figure.
Rights figures are BROADCASTING estimates where figures are not officially disclosed. Originating station is in team's home city unless otherwise indicated.
Not included in the table is ABC's payment for nationally televised games that will

amount to \$12.5 million this year and NBC's payment for nationally televised games that will amount to \$10.7 million this year. Both are under a four-year contract that began in 1976. In addition, CBS last season acquired radio rights for four years under a contract reported to be in excess of \$300,000.